



# <sup>5</sup> SIGNAGE

## DESIGN GUIDELINES

## Applicability

- The standards set forth in this section of the Village Design Master Plan Manual apply to all properties within the Village Redevelopment Area. All new signs, replacement signs or modifications to existing signs must conform to these standards.
- Every applicant shall apply for and obtain a sign permit according to the procedures set forth in Chapter 7 of this Village Master Plan and Design Manual before any sign may be modified.
- The standards contained in this section take precedence over the requirements of Chapter 21.41 (Signs) of the Carlsbad Municipal Code for all matters directly addressed by this section. For all other matters and all other types of signs which are not specifically excluded from the Village Redevelopment Area, Chapter 21.41 of the Carlsbad Municipal Code shall be referenced for regulation purposes.
- Many non-conforming signs exist within the Village Redevelopment Area and these signs can have an adverse impact on revitalization efforts within the area. Therefore, every effort will be made to encourage voluntary compliance with the standards set forth within this Manual.

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Mandatory conformance with the standards set forth herein for signs within the Village Redevelopment Area shall be required whenever 1) a business ceases to exist for any reason; 2) the property/business is abandoned for a period of six (6) months or longer; or 3) there is a change in use or business.

## ***Regulations***

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### ***Village Signs***

- *Signs are expected to support the Village's image as a high quality specialty shopping district and business location.*
- *Sign sizes, shapes and colors will be reflective of the lower traffic speeds and pedestrian orientation of the Village.*
- *Public sector signs will also be unique to the Village location and visual character.*
- *Creative and interesting signs will be encouraged.*
- *Businesses will be given a variety of options in meeting their signage needs.*

## **SIGNAGE**

## ***Regulations***

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The following signs shall be **permitted** within the Village Redevelopment Area:

- Wall Signs
- Projecting Signs
- Fabric Awning Signs
- Banner Signs
- Neon Signs
- Marquee Signs
- Hanging Signs
- Window Signs
- Plaque Signs
- Restaurant Menu Signs
- Address Signs
- Tenant Directory Signs
- Monument or Ground Signs (limited)
- Sidewalk Signs (public property)

The following signs shall be **prohibited** within the Village Redevelopment Area:

- Interior Illuminated Boxed Display Signs (which are designed to be mounted on the exterior of a building).
- Changeable Letter Signs, except for marquee signs for cinemas or performing arts theatres.
- Off-Premises signage (including billboard signs and signs which are not located directly in front of a related business).
- Roof signs (which are signs placed on top of any building).
- Pole Signs.

## ***Regulations***

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Each building/project in the Village Redevelopment Area is allowed a total of 1.0 square foot of signage for each lineal foot of building frontage.

All buildings will be allowed window signs, restaurant menu signs and address signs which meet the standards set forth herein. These type of signs will **not** be calculated in the total amount of signage permitted for each building. These signs may be provided in addition to the signs which are included within the 1.0 square foot/lineal foot of street frontage calculation.

All signs shall be designed and installed in a manner which does not obscure or interfere with any official notice or public safety sign or device. Signs shall not simulate in color or design a traffic sign or signal, or make use of words, symbols or characters in such a manner as to confuse pedestrian or vehicular traffic. In addition, all signs shall be located in a manner which does not cause an obstruction for pedestrians and/or cause sight distance problems for vehicles.

For the purposes of calculating the amount of signage permitted for a building, "building frontage" shall mean the total width of the elevation of a building structure which fronts on one or more public streets or in which the main entrance exists; an alley shall not be a public street within this definition for sign calculations.

## ***Sign Guidelines***

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### ***Wall Signs***

*Wall signs are generally the most used type of business identification signing. Located on the face of buildings they are usually larger than other types of signage. The location of signs with respect to the character and detail of a building are extremely important.*

### ***Allowable Area***

*Wall signs should not exceed 1.0 square feet of sign area for each lineal front foot of building elevation.*

## **1**

**Use wall signs primarily to identify specific buildings or major tenants.**

- Wall signs are intended to be used primarily for identification of a specific building or major tenant. However, service and product information may be permitted if it can be provided on the sign and/or within the maximum sign area permitted.
- The date of building construction is also permitted but should be smaller in size than the main wall sign.

## **2**

**Limit wall signs to the following types:**

- Individual solid metal letters.
- Individual internally illuminated letter. *(Matte translucent Plexiglas faces and opaque dark metal sides).*
- Plaque signs mounted to the wall surface.
- Exposed neon directly attached to the building face.
- Individual letters painted directly onto the building face. *(Not appropriate on frontages facing a public street.)*

## **SIGNAGE**

### 3

#### **Place wall signs within a clear Signable Area.**

Signable Areas should have the following characteristics:

- An architecturally continuous wall surface uninterrupted by doors, windows or architectural detail.
- Area does not exceed 15% of the building facade.

### 4

#### **Limit the size of signs within the Signable Area.**

- Maximum Area: 40%
- Maximum Length: 2/3
- Maximum Height: 2/3

The letter height should generally be 18 inches or less.

- Maximum Projection: 12 inches from wall face.

### 5

#### **Discourage signs on walls not directly fronting on a public street.**

- Commercial signs seeking distant visibility from major streets are not appropriate to the desired Village character.
- Signs at business entries serving the public and facing alleys or parking lots are appropriate but should be limited in size to 10 square feet.

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## *Sign Guidelines*

### *Wall Signs*

## **SIGNAGE**

## ***Sign Guidelines***

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### ***Projecting Signs***

*Projecting signs featuring simple information or uniquely designed ones with colors and icons can do a great deal to enhance the visual appearance of the Village and set it apart from other commercial areas in the City and region. They are strongly encouraged and should be carefully designed to reflect the character of each building and business as well as fit comfortably with other adjacent or nearby signage.*

*These signs are affixed to the face of a building structure and project perpendicular to the structure.*

### ***Allowable Area***

*Six (6) square feet each, excluding supporting brackets.*

## **1**

### **Relate the location of signs to the building on which they are attached.**

- Projecting signs should not generally be mounted above the second floor window sill in multi-storied buildings. In some cases, a higher mounting height is appropriate but the sign top, bottom and mounting should bear some relationship to the second floor windows.
- Projecting signs should be oriented to pedestrians passing on the sidewalk in front of the building.

## **2**

### **Relate the design of projecting sign to the individual business and building.**

- Square or rectangular shapes with painted or applied letters and shapes are generally appropriate for any business.
- Painted or applied logos or other shapes (e.g., a hanger for dry cleaners) can add special interest to otherwise flat surfaced projecting signs.
- Projecting signs with irregular outlines and/or internal cut-outs should be considered.
- Two or three dimensional icon signs related to specific businesses can add interest and a touch of humor to the shopping and business environment. The following are examples:
  - Unicycle for a bicycle shop.
  - Tooth for a dentist.
  - Eyeglass for an optometry shop.
  - Wok for a Chinese restaurant.
  - Boot for a shoe repair business.
  - Film projector for a video store.

## **SIGNAGE**

### 3

#### **Provide well designed mounting brackets.**

Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for any signs. However, metal brackets of a more decorative and complex shape are encouraged where appropriate to the character of the sign and the buildings. In addition to adding to the uniqueness and visual character of the sign, they cast interesting shadows on wall surfaces and convey an impression of special concern for the appearance of the business.

### 4

#### **Limit sign projections and mounting heights from the face of the buildings.**

- Projections of 36 inches are appropriate at a sidewalk.
- Projections of 24 inches are appropriate at alleys and other locations.
- Provide a minimum clearance of 12 inches between the building face and sign.
- Vertical clearance of 8 feet should be provided along pedestrian areas.
- Vertical clearance of 14 feet is needed at alleys, parking lots or other areas subject to vehicular traffic.

### 5

#### **Maintain a unity to the general size of projecting signs.**

Projecting signs, excluding supporting brackets, should fit within an imaginary rectangle with a maximum area of 6 square feet. Exceptions to this limitation may be considered for special signs utilizing shapes, symbols or icons uniquely suited to the business.

#### *Projecting Signs*



## Sign Guidelines

### Awning Signs

Awning signs add color to the Village shopping environment and are often more visible from passing automobiles and by pedestrians from the opposite side of the street, especially in circumstances where street trees partially obstruct wall signs. In addition they offer the potential for unique design applications to enrich the shopping environment in the Village.

Awning signs are those signs which are printed on, painted on or attached to an awning or canopy above a business door or window. Also, in some cases, as determined by the Housing and Redevelopment Director pursuant to applicable sign regulations, an awning sign may be defined as an awning without any business information printed on, painted on or attached to it, if the awning serves as an attention-getting device on its own due to coloring, design, lighting or other architectural features.

### Allowable Area

- *Awning Valences*  
0.5 square feet for every lineal foot of valence length.
- *Awning Faces*  
10% of awning face area.
- *Awning Sides*  
40% of awning side area
- *For any awning which serves as a sign in itself, the entire awning will represent the sign for calculation purposes. In this case, the awning size may not exceed 1 square foot in size for each lineal foot of street frontage.*

### 1

#### Limit the size of lettering on awnings.

- Awning valences (i.e., vertical faces) should not exceed 12 inches in height.
- Letter height on valences should not exceed 8 inches.
- Letters applied to the sloping awning face should be appropriate in the context of other building signs but should not generally exceed 18 inches in height.

### 2

#### Keep logo and graphics on awning faces and sides modest in size.

- Logos or symbols depicting the unique nature of a business are permitted.

### 3

#### Minimize signing on upper level

### awnings.

- Awning signs at windows above the ground floor are permitted.
- Upper level awning signs are limited to the name of the business or generic description of products or services (e.g., tailor).
- Awning valence and letter heights should be smaller than those on ground floor awnings.

### 4

#### Awning Materials/Color/Lighting.

- All awnings or canopies ~~should~~ shall be made of a single solid color fabric. No vinyl or metal awnings will be permitted. Also, no stripes or other patterns will be permitted on the fabric of the awning.
- No back lit awnings or canopies shall be permitted where the awning is treated as a large sign. Exterior lighting of awnings/canopies is permitted.
- Awnings or canopies design shall compliment the design of the related building and shall not be permitted if they primarily serve as an attention-getting device.
- All awning or canopies shall be consistent with the general design theme for the related building and shall be architecturally integrated with that building in both color and style.

## SIGNAGE

# 1

## **Use banner signs sparingly.**

- Banner signs are allowed as a type of projecting sign at the discretion of the Housing and Redevelopment Director.
- Applications for banner signs must be accompanied by a Replacement Plan consistent with the fabric manufacturer's and sign installation company's recommendations.
- Banners are treated as Signable Area for the purposes of calculating the allowable size copy to be applied.
- Limitations of sign copy including logos and other symbols within the banner area should comply with the wall sign guidelines.

# 2

## **Relate banner signs to the building face to which they are attached.**

- Banners should be mounted perpendicular to the face of the facade.
- Banners should be hung from projecting metal brackets of a size and design appropriate to the banner and the architectural character of the building.
- Banner size, proportions and number should be appropriate to the building facade to which they are attached.

# 3

## **Limit banner projections from the face of buildings.**

- Projections of 36 inches are appropriate at a sidewalk.
- Projections of 24 inches are appropriate at alleys and other locations.
- Vertical clearance of 10 feet should be provided along pedestrian areas.
- Vertical clearance of 14 feet is needed at alleys, parking lots, or other areas subject to vehicular traffic.

## ***Sign Guidelines***

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### ***Banner Signs***

*Banner signs can add liveliness to the shopping environment with their color and motion. They are generally of 4 types:*

- *Advertising of the business name.*
- *Advertising for the brand names (e.g., Sony) or generic products (e.g., records, antiques) sold within the shop.*
- *Information on current special events (e.g., an art gallery exhibition of California Plein Air Paintings).*
- *Color fabric banners with or without designs but with no advertising text.*

### ***Allowable Area***

*0.5 square feet of banner area per foot of building frontage.*

## **SIGNAGE**

## ***Sign Guidelines***

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### ***Neon Signs***

*The use of neon signs fell out of favor and for a while they were felt to be too gaudy to be acceptable. However, in recent years, neon has come back into favor as communities have recognized its ties to the downtown's historic past and the liveliness which neon can add to the commercial environment.*

### ***Allowable Area***

*The maximum allowable sign area shall be based upon the sign size limits set forth within this Village Master Plan and Design Manual for the particular type of sign to be used with the neon (i.e., wall or projecting sign)..*

#### **1**

##### **Use neon signs sparingly.**

- Neon signs are allowed at the discretion of the Housing and Redevelopment Director.
- Neon signs should be limited to retail and restaurant uses only.
- Neon signs are allowed at the discretion of the Housing and Redevelopment Director for the following applications:
  - Wall Signs
  - Projecting Signs (on flat panels)
  - Window Signs
  - Marquee Signs

#### **2**

##### **Neon used as window signs should minimize the appearance of support materials.**

- Signs should be suspended from above.
- Signs should be set back a minimum of 3 inches from the storefront glazing.
- All ballasts, supporting mechanisms and other non-illuminated elements of the sign should be concealed from public view.
- Neon window signs may be mounted on a transparent panel.

## **SIGNAGE**

# **1**

## **Limit marquee signs to special uses.**

- Marquee signs are allowed at the discretion of the Housing and Redevelopment Director.
- Marquee signs should generally be used only for cinemas and performing arts facilities.

# **2**

## **Provide a minimum clearance of 10 feet above sidewalks and 14 feet above a vehicular right-of-way parking lot.**

# **3**

## **Limit the amount of sign copy.**

- Sign copy should include only the facility's name and changeable copy related to current and future attractions.
- The changeable copy portions of the sign should not exceed 80% of the total sign area.
- The facility name portion of the sign should not exceed 40% of the total sign area.

## ***Marquee Signs***

*Marquee signs are generally not in keeping with a Village scale and character. However, certain types of uses have traditionally relied on marquee signs and marquees are an integral part of those facilities. It is important, however, to keep the marquees small and in scale with the overall character of the Village.*

## ***Allowable Area***

*The size of the approved Marquee Sign shall serve as the maximum signable area.*

## ***Sign Guidelines***

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### ***Hanging Signs***

*Hanging Signs are similar to Projecting Signs except that they are suspended below a marquee or under an awning. As with Projecting Signs, they can be simple (e.g., store name on a single color background) or fanciful with irregular outlines and multiple colors. In general, Hanging Signs will be smaller than Projecting Signs by virtue of their normally lower mounting height.*

**Treat hanging signs similar to but smaller than projecting signs.**

- Hanging signs, excluding supporting rods, chains or similar hangers, should fit within an imaginary rectangle with a maximum area of 4 square feet.
- Larger signs may be considered for special hanging signs utilizing shapes, symbols or icons uniquely suited to the business.
- A variety of shapes and styles are acceptable.
- Vertical clearances for pedestrian and vehicular traffic should be maintained.

### **1**

**Use hanging signs only at ground floor locations.**

### ***Allowable Area***

*4 square feet, excluding supporting brackets.*

#### **Exceptions:**

- Upper floor covered entry porches and balconies.
- Upper level private balconies.

### **2**

## **SIGNAGE**

# 1

## **Limit the type and amount of information placed on business windows.**

- Window sign copy should include only business name, address, hours of business, emergency telephone numbers, business tenant logos, generic products and brand names offered by the business.
- Window sign area should not exceed 25% of any single window area.
- Sign copy should not exceed 8 inches in height.
- Sign copy under 2 inches in height should be counted in calculating percent of window coverage but need not be included in the maximum sign area allowance.
- Window sign copy should be applied directly to glazed area.

# 2

## **Use temporary window signs with care.**

- Temporary window signs are subject to approval by the Director of Housing and Redevelopment.
- Temporary signs include:
  - Coming events posters
  - Video sales/rental advertisements
  - Special sales and promotion information
- Temporary signs should not exceed a total of 25% of any single glazed area or be placed on an entry door to a business tenant space.

# 3

## **Use special window graphics to express the unique personality of a business.**

- Special window graphics are permitted at the discretion of the Design Review Board based upon the following criteria:
  - > Signs effectively express the type of business located on the premise.
  - > Signs relate positively to the character, scale and color of the building structure, awnings and other signage.
  - > Signs contribute a special liveliness and interest to the Village without conflict with other adjacent businesses.
- Business tenant logos and special graphics are counted in the calculation for maximum window coverage and total sign area.
- Exposed neon is permitted at the discretion of the Housing and Redevelopment Director.

## *Window Signs*

*Window signs offer a variety of information to passing pedestrians. This type of signage generally contains only text but in special circumstances can express a special business personality through graphic logos or images combined with color.*

## *Allowable Area*

*10% of aggregate ground floor window area.*

Window signs are not included in the total calculation for the maximum amount of signage permitted on a building. This type of signage is allowed in addition to the maximum amount of signage permitted herein as long as it is consistent with the standards set forth within this section.

## ***Sign Guidelines***

## **SIGNAGE**

## ***Sign Guidelines***

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### ***Plaque Signs***

*Plaque signs are small versions of wall signs which are attached to surfaces adjacent to shop front entries. Generally they include the business name and often contain major products or services offered and hours of operation. They may include designs or other decoration and may be irregular in outline shape.*

### ***Allowable Area***

*2 square feet.*

**1**

**Place plaque signs only on wall surfaces adjacent to tenant entries.**

**2**

**Design plaque signs to fit within an imaginary rectangle with a maximum area of 2 square feet.**

**3**

**Limit plaque sign projections from wall surfaces to a maximum of 2 inches.**

## ***Sign Guidelines***

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### ***Address Signs***

*Easy to see and read address signs can assist shoppers in locating businesses prior to parking. Likewise, legible residential addresses will help visitors locate the proper home.*

### ***Allowable Area***

*The maximum allowable sign area shall be at the discretion of the Housing and Redevelopment Director. Signs will not be included in maximum signage calculation.*

## **1**

**Provide address signs on all commercial and residential buildings.**

- Address signs should be prominently displayed facing the public street.
- Signs should include the street address number and may also include the street name.
- Signs may be placed on awnings, doors, windows, transoms or on wall surfaces adjacent to business or residential entries.
- Size, location, type style and the design of address signs should be appropriate to the character of the building.



# 1

## **Provide menu signs for all restaurants with sit-down dining.**

- Restaurant menu signs are not included in the calculation of maximum sign area.
- Restaurant menu signs should incorporate an actual menu or reasonable facsimile thereof containing food served, prices for each item and other relevant information pertaining to service and pricing.
- Signs should be prominently located near the restaurant entry or near the public sidewalk where entries are more than 10 feet from the sidewalk.
- Restaurant menu signs should be appropriate in size, location and design to the character and architectural detail of the building as well as to the character of the restaurant.

## ***Sign Guidelines***

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### ***Restaurant Menu Signs***

*Small commercial areas like the Village can flourish as restaurant centers. If a sufficient number of restaurants exist with a wide enough variety of food styles or ethnic identity, people will go to the Village with the idea that they will decide which restaurant to patronize after they get there. Prominently displayed menus with prices and other important information (e.g., credit cards accepted) can help to reinforce this pattern. While restaurant menus are often placed inside of a window adjacent to the entry, special menu display boxes offer the opportunity to create a more inviting atmosphere.*

### ***Allowable Area***

*6 square feet (including menu sign case).*

## **SIGNAGE**

# 1

## **Use Tenant Directory Signs only where they are really needed.**

- Tenant directory signs are allowed at the discretion of the Housing and Redevelopment Director.
- Signs may be used for the following:
  - Buildings with business tenants located in courtyards separated from sidewalks adjacent to public streets.
  - Buildings with business tenants located above the ground floor level.

# 2

## **Minimize the size of Tenant Directory Signs.**

- Signs should be mounted flat against a solid wall or incorporated into a freestanding kiosk or sign located wholly on the property on which the tenants are located.
- Sign copy may include the following:
  - Building or Project Name
  - Project Logo
  - Address
  - Business Tenant Names
  - Suite Numbers or Letters
- Building name, project name or project logo should not exceed 4 inches.
- All other sign copy should not exceed 2 inches in height.

# 3

## **Provide signs with a strong visual quality.**

- Interesting frames and sign types are encouraged.
- Changeable sign panels may be used so long as the changeable part consists of the entire name of a business and other related information such as suite number. Individual letter changeable signs should not be used.

# 4

## **Minimize visual conflicts.**

- Signs shall not be placed in such a way as to interfere with pedestrian or vehicular sight lines as specified by the City.
- Sign shall not be placed in such a way as to obstruct access to a public street, driveway, fire escape, handicapped access or obstructs free passage over any public right-of-way.

## ***Sign Guidelines***

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### ***Tenant Directory Signs***

*Some buildings may have multiple tenants who do not have direct frontage on a public street. Buildings with upper floors and those with businesses located in off-street courtyards are two examples. Tenant directory signs which are intended to be read from passing automobiles are not appropriate in the Village context. However, pedestrian-oriented signs can be useful in locating a desired destination business.*

### ***Allowable Area***

*15 square feet.*

## **SIGNAGE**

## ***Sign Guidelines***

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### ***Monument or Ground Signs***

*Monument or Ground signs are used where building complexes are separated from adjacent streets by substantial setbacks. They are generally of 4 types:*

- **Identification Sign**  
*The identification of the project name and occasionally major tenants.*
- **Identification Yard Sign**  
*Identification of business in a residential structure converted to commercial purposes and other uses setback from the sidewalk.*
- **Vehicular Direction Sign**  
*Display of information relative to service entries and to parking lot entries and exits.*
- **Service Station Price Sign**  
*Display of information relative to prices for gasoline or other services at a service station.*

*Monument or ground signs should be used on a very limited basis. They are to be used only for properties which have constraints due to substantial setbacks from adjacent streets. No more than one (1) monument sign shall be permitted per property. One (1) additional ground sign may be permitted, at the discretion of the Housing and Redevelopment Director, for pedestrian or vehicular directional purposes only.*

### ***Allowable Area***

- *Identification Sign: 24 square feet*
- *Identification Yard Sign: 6 square feet*
- *Vehicular Direction Sign: 4 square feet*
- *Service Station Sign: See standards noted herein.*

*A monument or ground sign does not overhang public property. It is a sign which is supported by one or more columns, uprights, or braces in or upon the ground. The supports are all located outside of a building.*

## **1**

### **Identification Signs- Vehicle-Oriented.**

Ground signs should be used primarily to identify uses which may be in the rear of a property, such as a parking lot, or to identify other facilities or major tenants which may be located behind the building which fronts on the street. The signs may also be used for uses which have substantial frontyard setbacks and have a need to direct traffic to the building location. These type of signs should be used for buildings where other allowed types of signage would not provide adequate identification. It is anticipated that this type of signage would only rarely be appropriate.

- The maximum allowable sign area includes any surrounding frame materials.
- The maximum sign height should not exceed 60 inches including any sign base.
- Letter heights should not exceed 12 inches which provides for adequate letter recognition from a distance of 400 feet.
- Sign text should be limited to the building or project name and the business address. Signage for the identification of multiple tenants would not generally be appropriate.
- All signs should be exterior illuminated by fixtures designed to complement the appearance of the sign.
- Sign materials shall be consistent with the structure and use.

## **SIGNAGE**

## 2

### Identification Yard Signs.

- Identification signs will be allowed at the discretion of the Housing and Redevelopment Director for residential structures converted to commercial use and for uses setback from the sidewalk at least 15 feet.
- Signs may be ground mounted on double supports.
- Sign, excluding supports, may not exceed 6 square feet.
- Signs should not exceed 6 feet in height, including supports.
- Letter height should not exceed 4 inches.
- Exterior illuminated fixtures must be designed to compliment the appearance of the sign.

## 3

### Vehicular Directional Signs

- Vehicular Directional Signs will be allowed at the discretion of the Housing and Redevelopment Director following consultation with the City's Traffic Engineer.
- Signs should not exceed 30 inches in height, and the signable area should be limited to a total area, excluding supports, of 4 square feet.
- Only letter type and directional arrow information should be provided on the sign. Other information, such as a business name, should occur only in cases where driver confusion would result without such information.
- Vehicular Directional Signs should be limited to a single letter and arrow color on a single background color. Generally, letter colors should be light and background colors dark unless specific on-site conditions would compromise the readability of the information.

## *Sign Guidelines*

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### *Monument/Ground Signs*

## **SIGNAGE**

## ***Service Station Price Sign***

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- The sign shall display only the minimum information required by Chapter 8.49 of the Carlsbad Municipal Code and by Article 12 of Chapter 14 of Division 5 of the State Business and Professions Code commencing with Section 13530.
- The sign may be double faced and monument in style or attached to an existing pole sign located on the site; no new sign poles permitted.
- The sign shall be placed ten (10) feet from the face of the curb of the street. For corner lots, no sign over 30" in height shall be permitted in the triangular area created by the intersection of the two property lines along the street and 2 points twenty-five (25) feet behind each back of the curb return.
- Monument signs shall be located so as not to impede vehicular site distance to the satisfaction of the Traffic Engineer.
- See Sign Ordinance, Chapter 21.44.074(b) of the Carlsbad Municipal Code, Zoning Ordinance for additional standards related to these signs.
- On an existing pole sign, the sign area, excluding the supports, may not exceed 12 square feet. For a monument sign (price only), the sign area, excluding the supports, shall not exceed 16 square feet. If a combination identification and price sign is used for a single service station and no other freestanding sign is located on the property, the maximum sign area for the combined sign, excluding supports, shall not exceed 48 square feet with a maximum height of 6 feet.
- Service station price signs shall be permitted to use changeable letters and numbers for the purposes of advertising service station gas prices. The size of the letters and numbers, color and font shall be consistent with the balance of the sign design.

## ***Sign Guidelines***

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### **Sidewalk or Freestanding Signs**

These signs are designed to stand on their own either on public or private property. Freestanding signs will be allowed on public sidewalks within the Village Redevelopment Area only 1) for as long as the Housing and Redevelopment Commission allows them to remain; an annual review of the regulations and their applicability will be conducted by the Commission; and 2) for as long as the subject sign meets the standards outlined herein; and 3) if the appropriate permit is obtained from the Housing and Redevelopment Director.

The Sidewalk or A-Frame sign may be an H-Frame, a Vertical Cut-Out or a standard A-Frame sign with a sturdy, secure outdoor base, or a similar vertical, freestanding sign with an outdoor base (see examples). The cut-outs may be any shape (incl. Square or rectangular).

Each business within the Village Redevelopment Area shall be permitted to have one (1) sidewalk or freestanding sign, **except** where a business is located within a business arcade or courtyard area. A business arcade or courtyard area will be allowed only one (1) “tenant directory” sidewalk sign which lists all of the businesses within the arcade or courtyard. Each single business within an arcade or courtyard is not allowed to have an individual sidewalk sign.

### **Allowable Area**

Maximum Size: 3 feet wide by 5 feet high. A maximum of two (2) faces per sign. Sign faces shall be back to back.

Changeable Text Areas should occupy no more than 50% of the sign face.

The sidewalk/free standing sign shall not count as part of the total signage permitted for a given building or business. This type of signage is allowed in addition to the maximum amount of signage permitted herein as long as it is consistent with the standards set forth within this section.

### **Standards**

1. No paper or non-rigid changeable areas are acceptable.
2. The sign shall be made of durable material such as medium density overlay plywood or similar wood-like material which can withstand the weather. No glass, breakable materials

or illumination shall be allowed. Every sign and all parts, portions, and materials shall be manufactured, assembled and erected in compliance with all applicable state, federal and city regulations and the Uniform Building Code.

3. The sign shall be produced in a manner which is professional in quality such as that demonstrated by an experienced business sign maker.
4. The sign shall be displayed during business hours only. Signs shall not remain on the sidewalk during non-business hours.
5. The sign must be self-supporting, stable and weighted or constructed to withstand overturning by wind or contact. The sign shall not be permanently affixed to any object, structure or the ground including utility poles, light poles, trees, or any merchandise or products displayed outside permanent buildings.
6. Every sign and all parts, portions and materials shall be kept in good repair. The signs shall be stable. The display surface shall be kept clean, neatly painted, and free from rust and corrosion. Any cracked, broken surfaces, missing sign copy or other unmaintained or damaged portion of a sign shall be repaired or replaced or removed within thirty (30) days following notification by the City.

## **SIGNAGE**

7. Every sign shall have a smooth surface, free of protruding tacks, nails and/or wires.

The following standards apply specifically to signs placed within the public right-of-way:

1. No sign shall be placed in such a way as to interfere with pedestrian or vehicular sight lines or corner clear zone requirements as specified by the City.
2. No sign shall be placed in such a way as to obstruct access to a public sidewalk, public street, driveway, parking space, fire door, fire escape, handicapped access or in such a way that it obstructs free passage over any public right-of-way.
3. A clear area of at least five feet in width should be maintained for pedestrian use over the entire length of the sidewalk in front of the business.
4. Signs shall not obscure or interfere with the effectiveness of any official notice or public safety device. Signs shall not simulate in color or design a traffic sign or signal, or make use of words, symbols or characters in such a manner as may confuse pedestrian or vehicular traffic.
5. Signs shall be located directly in front of the building/business to which they relate.
6. Applicant for a Sidewalk Sign Permit must sign an Indemnification

Statement holding the City of Carlsbad and the Carlsbad Redevelopment Agency harmless from any legal action resulting from placement of the sign on the public sidewalk.

7. Insurance shall be required naming the City of Carlsbad and Carlsbad Redevelopment Agency as additionally insured. The amount of the insurance required shall be established by the Risk Manager for the City. A Certificate of Insurance must be submitted to the City/Agency and remain in effect for as long as the Sidewalk Sign remains in the public right-of-way.
8. All existing building signage for a business must conform to the sign standards set forth within this document before a permit will be approved for the sidewalk sign.

## ***Sign Demonstration***

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*Figure 15 provides an illustration shows one example of signage alternatives applied to a commercial facade.*

*Utilization of all of the signage would probably be inappropriate and exceed the sign area permitted. However, Figure 15 provides examples of the types of sign and locations permitted for placement. Sign types and sizes should be chosen to enhance the image of the business, the scale of the facade and the character of the Village*



